



## Dairy 30x20 Grant Keeps Pound Farmer in Business

### *Grant applications currently available*

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MADISON – Shane Giese, a dairy farmer from Pound, knew he was in a rut. Things either had to change on his farm or he had to get out of the business. That is when Giese reached out to Scott Reuss, the Marinette County UW-Extension Agriculture and Horticulture Agent, and started his application for the Grow Wisconsin Dairy 30x20 grant that Giese says really turned things around.

“At the first meeting, we sat down on the lawn with the veterinarian and nutritionist to discuss what was holding the farm back. The team pointed out things that could help like improving calf care, heifer diet and herd health,” explained Giese. “By keeping the cows healthy and the barn full, I increased milk production per cow and was earning enough money to pay the bills.”

The Department of Agriculture, Trade and Consumer Protection (DATCP) has Dairy 30x20 grant applications currently available for farmers in two categories. Planning & Preparation Teams can help farmers make business development changes and plan for expansion. Dairy Profit Teams, like Giese used, can assist farmers improve management of an existing operation.

Giese milks about 100 cows. He used the funds from his Dairy 30x20 grant to reimburse costs for milk tests, feed samples and veterinary services. With help of the grant, Giese has reinstituted regular vaccinations and scheduled twice monthly herd health checks on the farm.

Dairy 30x20 grants of up to \$5,000 are awarded to a farmer to hire consultants with the expertise to address these types of specific business needs. Cost share payments by the farmer are required at 20% of the total grant amount. The goal of the Dairy 30x20 grants is to help improve individual farm’s profitability to strengthen Wisconsin’s dairy industry.

“Without this team, I would have sold out a few years ago. Now I am considering options for the future like the addition of a robotic milking system,” added Giese. “If you have a good team that is willing to work with you, the grant can make a big difference. It makes you take the blinders off and move ahead.”

Dairy 30x20 grants are just one service of the Grow Wisconsin Dairy 30x20 Initiative at DATCP. Dairy farmers can contact the toll-free number, 855-WI DAIRY (855-943-2479), or email, [GrowWisconsinDairy@wi.gov](mailto:GrowWisconsinDairy@wi.gov), at any time to connect with available services or receive technical assistance.

For a Dairy 30x20 grant application, visit [GrowWisconsinDairy.wi.gov](http://GrowWisconsinDairy.wi.gov). Applications are due to DATCP by 4:30 p.m. on December 2.

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